

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending March 2024

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

Total Balance to Loan \$154,032 Accounts Receivable: \$434,902 Amount Leveraged: \$3.356 Million

Economic Development Information:

Business Development/Retention and Expansion Activities

- SBA Designated Langlade County as a HubZone; Presentation was on March 21, 2024 from 10 am to Noon at NTC Antigo Campus.
- SBA Disaster Loans: Assisted 3 Businesses through loan process
- CWED Loan: Assisted 1 Business in New Start UP Loan through CWED
- Business Contacts: Assisted 8 Businesses in Technical Assistance
- Continue to review empty buildings/land with owners, real estate professionals, and potential uses in Langlade County
- Marketed empty buildings on Locate In Wisconsin and potential developers and interested buyers

Workforce Development

- Dream Up Childcare Taskforce meetings were held and Community Round Table Event is set for April 11, 2024 from 6:00 to 7:30 pm at NTC Antigo Campus
- Updated Job Postings on EDC website
- Continuing to work with Inspire Grow North, Regional Economic Development on Talent Cultivation

Entrepreneurship

- The Spring ETP Class orientation has 8 students.
- Continue planning for Entrepreneurial Hub: Fall Event in planning state for one day with different tracks for Entrepreneurs

Broadband

- PSC Grant Award Announced for the Town of Neva Fiber to Home Project

Meetings/Trainings attended

1. ITBEC Marketing Group
2. City Economic Development Committee
3. Workforce Development Board
4. Lincoln County Summit
5. Town Unit Meeting
6. Breakfast Club
7. Cirrinity
8. Senator Baldwin's Office
9. CWED Board
10. City Finance and Personal
11. HUBZone
12. City/Chamber
13. Department of Children Finance
14. Dream Up/Child Care Task Force
15. Grow North
16. Social Siren Marketing
17. EDA Grant
18. HUBZone
19. WEDA Board
20. ITBEC Board

Tourism Development

- Tourism Website: 4,519 Users in the months of March

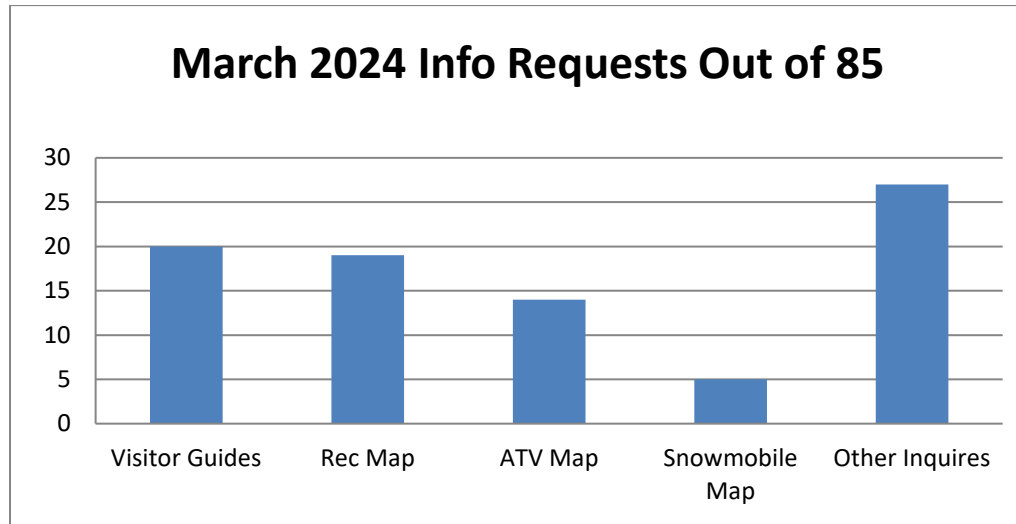
Top referral site: Facebook

2nd referral site: Langlade Forestry and Parks page

- App Downloads: 2 downloads in March 2024

- Recreation Information Requests: 85 Recreation Requests in March 2024

Top Request: Other Inquires from NorthCentralWisconsin.com page



- Visitor Guide Distributed: 135 of the 2024 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since February 1, 2024.
- Rec Map Distributed: 855 of the 2024 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since January 23, 2024.
- Facebook: 14,369 "Followers" The top post in March was on the Langlade County Forestry, Park, and Rec Dept new Google Map showing Langlade County ATV/UTV Trails. This post reached 24,302 people with 421 engagements, 421 reactions, 75 comments, and 77 shares. There were 969 people that clicked the link to access the map.
- Instagram: 508 "Followers" as of March 2024. Top post was about making a plans to fish in Langlade County. The post reached 225 people with 9 likes.
- Everbridge: There have been 1,404 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 10 visits to Langlade County Page in the month of March.
- alcinfo.com: 404 users in the month of March:
 - langladecounty.org: 0 referrals
 - langladecountyedc.org: 0 referrals

Other Tourism Information:

- Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
 - Sent out notification the City's Egg Hunt was postponed a week due to the weather forecast.
- Continue refining the Langlade County Tourism Information binder for staff and volunteers for answers to visitor's questions.
- Continued Social Siren Marketing social and digital marketing campaigns.
- Updated Travel Wisconsin's Winter Snow Report. LCEDC updates 12 Langlade County reports on a weekly basis.
- Updating Travel Wisconsin's Hiking/Biking Reports that are not live yet.
- Submitted Travel Wisconsin's Snow Reporters survey.
- Updated Alcinfo.com by fixing broken links and adding Credible Minds on the Health & Wellness page.
- Discussed the County of Trails signed LCEDC has in the Langlade County.
- Updated Welcome Center offerings with the WATVA's 2024 ATV/UTV Trail Planning Map.
- Submitted information for the Building Healthier Langlade County meeting on Active Lifestyles
- Took Travel Wisconsin's Snow Report Reporters Survey.
- North Central Wisconsin Tourism Partnership (ITBEC) approved additional 2024 Tourism Marketing
- Attended WIGCOT (Wisconsin Governor's Conference on Tourism)